



COMMONWEALTH *of* VIRGINIA  
Office of the  
SECRETARY *of* TRANSPORTATION

**Safety**

Deputy Secretary Quintin Elliott

## Number of Fatalities on Virginia's Roadways

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843

## 2017 Number of Fatalities involving drunk driving

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248

## Number of Fatalities involving distracted driving

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208

## Number of Fatalities in Work Zones

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12

## Our Goal

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0

**Fatalities**

# APRIL 2018

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

## Two Wheels, Two Legs - Pedestrians, Bicyclists & Motorcyclists

02	03	04	05	06	07
<p>Pedestrian Safety Radio Spots Social Media promotion: Pedestrian &amp; Bicycle Safety messages. Motorcycle awareness TV spots; Social media promotion "Ride 2 Save Lives" free motorcycle safety program.</p>	<p>Pedestrian Safety Radio Spots Social Media promotion: Pedestrian &amp; Bicycle Safety messages. Motorcycle awareness TV spots; Social media promotion "Ride 2 Save Lives" free motorcycle safety program.</p>	<p>Pedestrian Safety Radio Spots Social Media promotion: Pedestrian &amp; Bicycle Safety messages. Motorcycle awareness TV spots; Social media promotion "Ride 2 Save Lives" free motorcycle safety program.</p>	<p>Pedestrian Safety Radio Spots Social Media promotion: Pedestrian &amp; Bicycle Safety messages. Motorcycle awareness TV spots; Social media promotion "Ride 2 Save Lives" free motorcycle safety program.</p>	<p>Pedestrian Safety Radio Spots Social Media promotion: Pedestrian &amp; Bicycle Safety messages. Motorcycle awareness TV spots; Social media promotion "Ride 2 Save Lives" free motorcycle safety program.</p>	

## Work Zone Safety Awareness

09	10	11	12	13	14
<p>Variable Message Boards: "See the Cone, Respect the Zone"; Social media promotion of work zone crash stats, "Move Over" messaging and PSAs; VTCA distracted driving in work zone radio spots</p>	<p>Workers' Memorial Vigil (remembrance oriented messages); Variable Message Signs: "Get your head out of your Apps". Social media promotion of survivor &amp; family testimony for work zone safety and "Move Over" messaging and PSAs; VTCA distracted driving in work zone radio spots</p>	<p>Go Orange Day/VTCA Start; VTCA distracted driving in work zone radio spots; Variable Message Boards : " We unfriend distracted drivers". Social media promotion of "Orange Day/Go Orange Challenge and "Move Over" messaging and PSAs</p>	<p>Social Promotion of Mean tweets (Respect/Courtesy oriented messages); Variable Message Boards: "Work zones pop up like spring flowers Don't mw 'em down". VTCA distracted driving in work zone radio spots. Selective enforcement speeding initiatives in Area 8/1-64 Work Zone and Area 5/1-95 Work Zone on one day during WZ Safety Awareness Week; Enforcement effort followed up with VSP press release announcing enforcement stats to reinforce need for WZ safety</p>	<p>Recap of the week (highlight from vigil); Variable Message Boards: "Work Zone In/Don't Zone Out". Social media promotion of "Move Over" messaging and PSAs; VTCA distracted driving in work zone radio spots</p>	

## Distracted Driving

16	17	18	19	20	21
<p>Distracted Driving Contest Messages on Variable Message Boards; Distracted &amp; Impaired Driving Simulator Event, Langley AFB</p>	<p>Distracted Driving Contest Messages on Variable Message Boards; Distracted &amp; Impaired Driving Simulator Event, Fort Eustis Army Base</p>	<p>Take Action Against Distraction Contest Winner Announced at Capitol; Distracted Driving Contest Messages on Variable Message Boards; Distracted &amp; Impaired Driving Simulator at FHS</p>	<p>Distracted Driving Contest Messages on Variable Message Boards; Distracted &amp; Impaired Driving Simulator at Smithfield HS</p>	<p>Distracted Driving Contest Messages on Variable Message Boards; Distracted &amp; Impaired Driving Simulator at RIR Races</p>	<p>Distracted &amp; Impaired Driving Simulator at RIR Races; DADSS LET Trailer at Potomac Nationals Public Safety Weekend (tent.)</p>

## Belts, Booze and Brakes: Traffic Laws in Virginia

23	24	25	26	27	28
<p>Press event in Salem area to roll out Car Culture PSA &amp; address fatalities in the area. Social Media promotion of Buckle Up, Drive Sober and Safe Speed Messages, including "Car Culture" &amp; D. Goodman YouTube spots. Selective enforcement focus on Speeding, DUI and Belt Use</p>	<p>Social Media promotion of Buckle Up, Drive Sober and Safe Speed Messages, including "Car Culture" &amp; D. Goodman YouTube spots. Selective enforcement focus on Speeding, DUI and Belt Use</p>	<p>Social Media promotion of Buckle Up, Drive Sober and Safe Speed Messages, including "Car Culture" &amp; D. Goodman YouTube spots. Selective enforcement focus on Speeding, DUI and Belt Use</p>	<p>Social Media promotion of Buckle Up, Drive Sober and Safe Speed Messages, including "Car Culture" &amp; D. Goodman YouTube spots. Selective enforcement focus on Speeding, DUI and Belt Use</p>	<p>DADSS LET Trailer at Richmond Raceway: Ford Driving Skills for Life Teen Driving Event; Social Media promotion of Buckle Up, Drive Sober and Safe Speed Messages, including "Car Culture" &amp; D. Goodman YouTube spots. Selective enforcement focus on Speeding, DUI and Belt Use</p>	<p>DADSS LET TRAILER at RIR: Ford Driving Skills for Life Teen Driving Event</p>

30	01	02	03	04	05
<p>Segue into May: Motorcycle Safety Month, Older Americans/Virginians Month and Click-it or Ticket Campaign</p>					

# DMV's Distracted Driving Contest



*George Bishop*

# Take Action Against Distraction License Plate Design Contest

- Virginia high school students, grades 9-12
- Nearly 200 entries submitted
- Forty judges from across the state
  - Chris Long, Philadelphia Eagles
  - Tom Dolan, Olympic gold medalist
  - Artists
  - Law enforcement
  - Safety partners
- Public online vote February 20-March 20



# Bristol District Finalist

Lydia Sluss

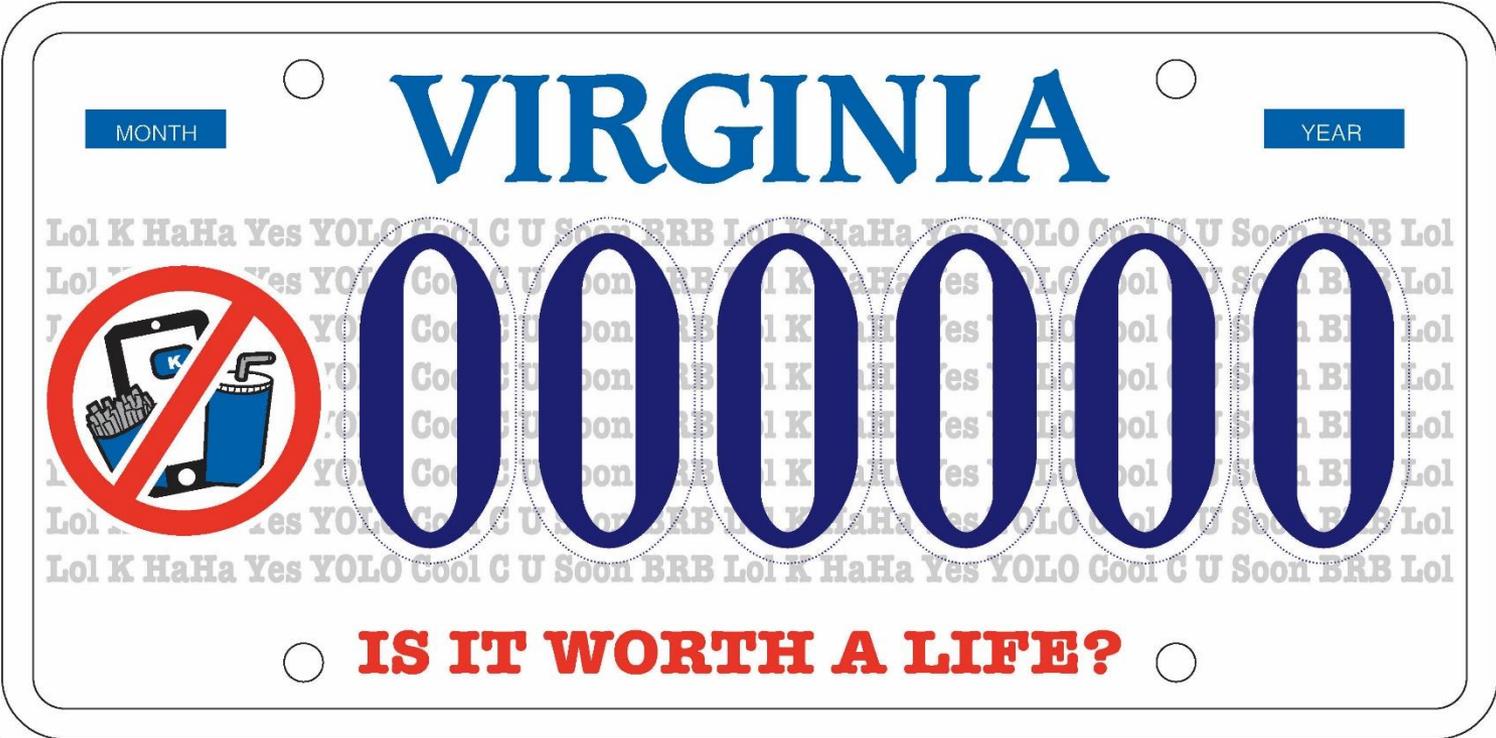
Virginia High School, Bristol



# Fairfax North District Finalist

Stephanie Schmidt

Briar Woods High School, Ashburn



# Fairfax South District Finalist

Matthew Houser

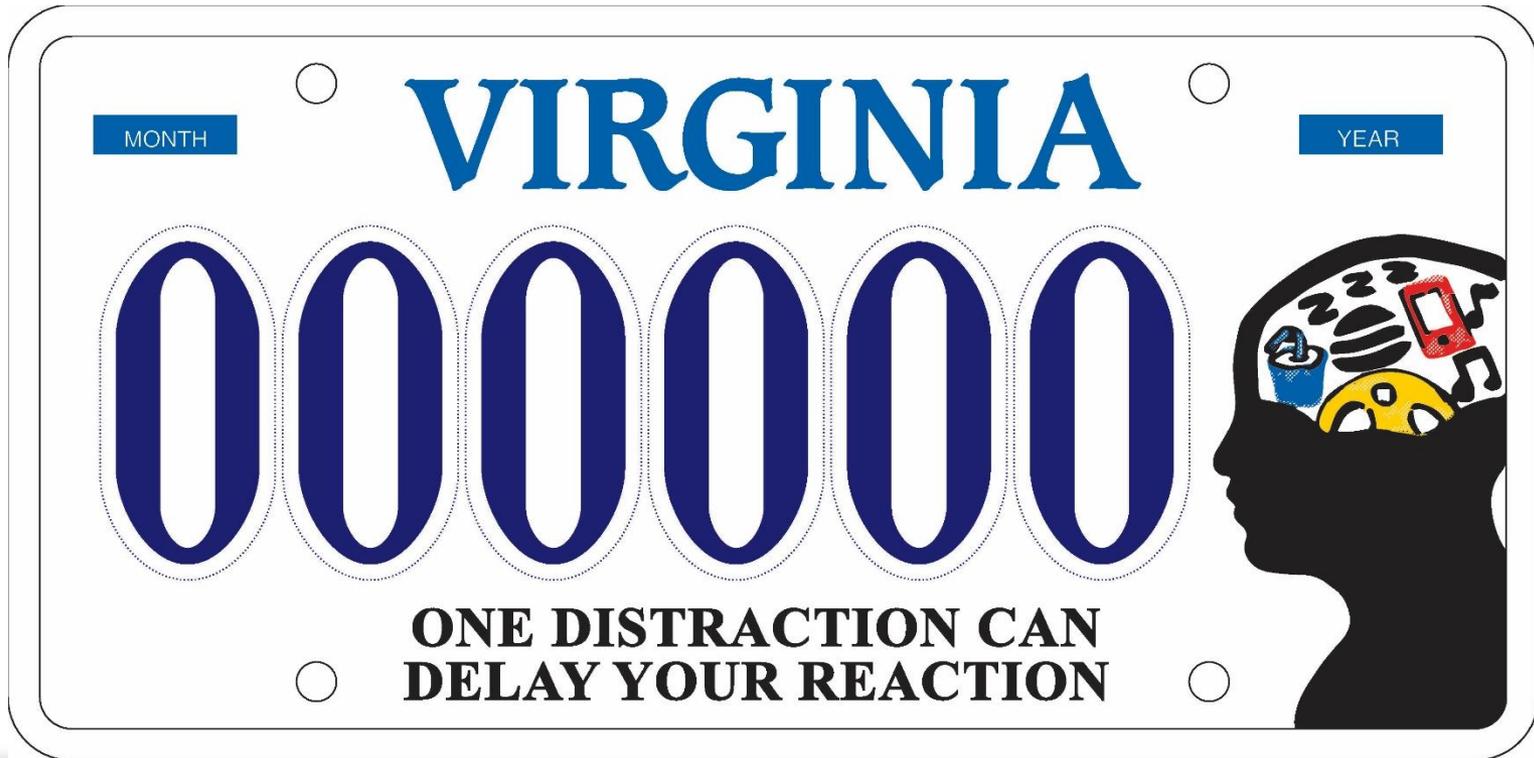
North Stafford High School, Stafford



# Hampton District Finalist

Abigail Polansky

Jamestown High School, Williamsburg



# Portsmouth District Finalist

Mason Dodzik

Cape Henry Collegiate School, Virginia Beach



# Richmond District Finalist

Nick Short

L.C. Bird High School, Chesterfield



# Roanoke District Finalist

Kaya Windpainter

Blacksburg High School, Blacksburg



# Staunton District Finalist

Destinee Glover

Nelson County High School, Lovingston



# DMV Honors District Winners



# Grand Prize Winner

- **District finalist winners**
  - \$300 courtesy of AAA
- **Grand prize winner**
  - \$1,000 courtesy of AAA
- **Grand prize winner to be announced April 18 in conjunction with Distracted Driving Awareness Month**
- **Vote now at [www.dmvNOW.com/VAPlateContest](http://www.dmvNOW.com/VAPlateContest)**

